



# Business Corridor Improvement Program Update

Prepared for Economic Development  
and Finance Committee  
May 1, 2018

# Background



**Approved:** City Council approved a one-time business corridor improvement fund



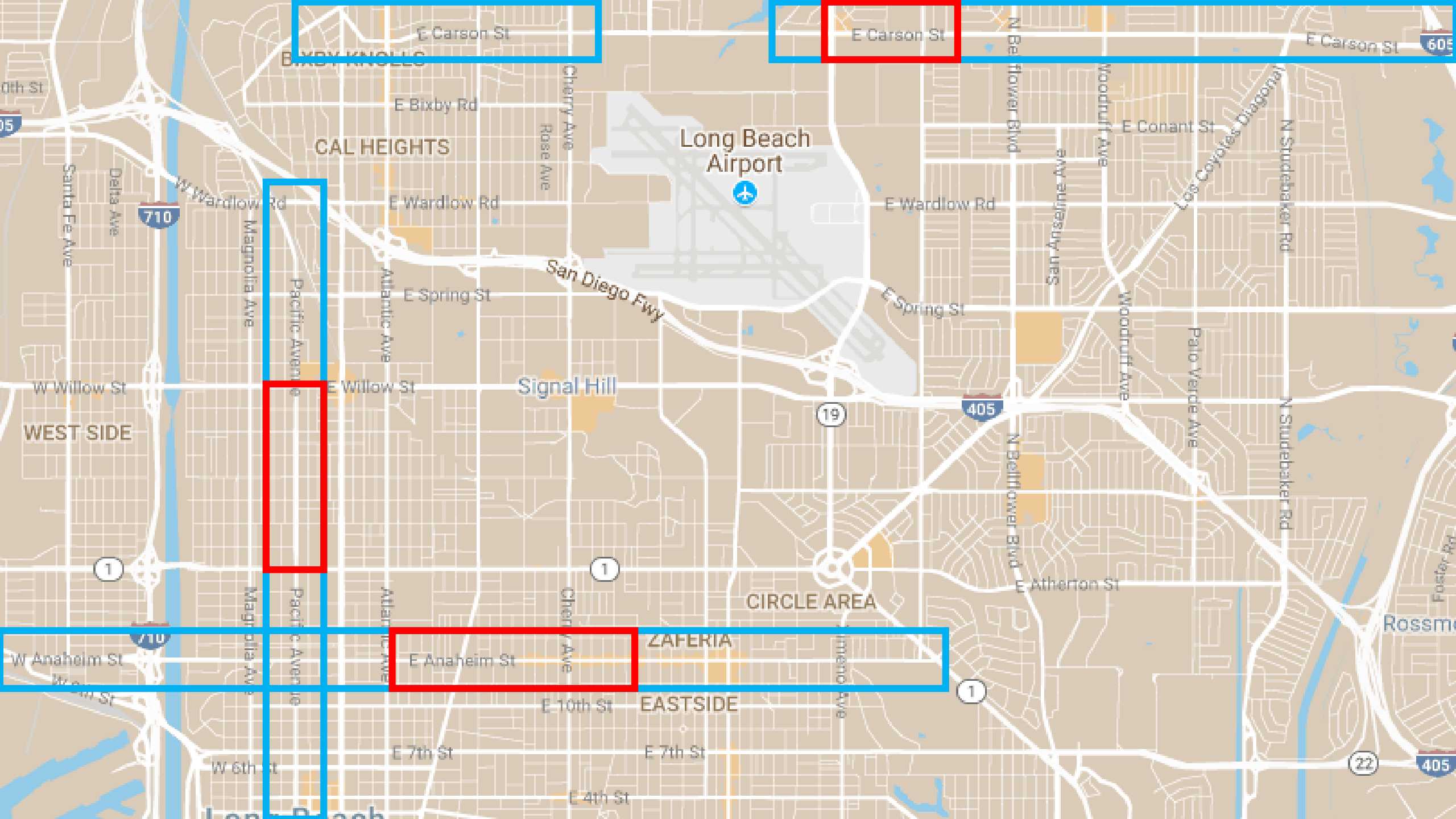
**Amount:** \$450,000



**Business corridors targeted:**

- Carson Avenue
- Pacific Avenue
- Anaheim Boulevard





E Carson St

E Carson St

Pacific Avenue

E Anaheim St

ZAFERIA



# Program Goals and Eligible Improvements

## Goals

- Increase property values
- Increase volume of customers
- Promote economic growth along City Council identified corridors

## Eligibility

- Individual property owner, group or association of property owners located within the project area(s)
- First-come, first-served basis
- Preference will be given to projects that have the potential for significant economic impact to one or more businesses

## Scope of Coverage

- Signage
- Painting
- Windows
- Awnings
- Lighting
- Removal of external security gates
- Landscaping
- Development of Business Improvement District
- Public realm improvements



# Program Update

**Norse  
Way/Carson  
Project Area**

**Anaheim  
St. Project  
Area**

**Pacific Ave.  
Project  
Area**

# CITY OF LONG BEACH

